

SEMA

REPRODUCTIVE HEALTH

The SEMA Healthy Markets Framework

OVERVIEW

SEMA Reproductive Health envisions a world where sexual and reproductive health (SRH) markets in low- and middle-income countries (LMICs) are healthy, equitable and resilient. Only then can all people, especially women and adolescent girls that face unique barriers, access the products they need to control their health and future. SEMA's mission is to work with country and global partners to better understand these public and private SRH markets and design and deliver market strategies to improve them.

SEMA'S VIEW OF MARKETS

The SRH market ecosystem is made up of many different actors performing functions such as funding, manufacturing, purchasing and supplying. SEMA unpacks this ecosystem into three distinct, yet interconnected, market levels to promote dialogue around opportunities and build support for specific market interventions that can improve access to SRH products.

National

National markets comprise interactions between buyers and sellers of products, both public and private, as well as the wider flow of products, within countries. The organization of national markets is critical for product availability since they deliver to the last mile – ensuring that the right mix of products is available when and where users need them.

Product

Product markets are made up of the interactions between buyers and sellers of individual products/product categories across multiple countries. Products markets are integrated with national markets and influenced by market enablers to ensure affordable, quality and appropriate products reach countries.

Market Enablers

For national and product markets to work effectively, well-functioning support is also needed from cross-cutting, multi-country market enablers. This includes global funding and procurement mechanisms, as well as foundational functions, such as quality assurance, market shaping and product introduction support.

THE SEMA HEALTHY MARKETS FRAMEWORK

SEMA aims to promote healthy markets at all three levels (national, product, market enablers) that are efficient and effective at equitably promoting public health and meeting communities' diverse needs. Ideally these markets are characterized by:

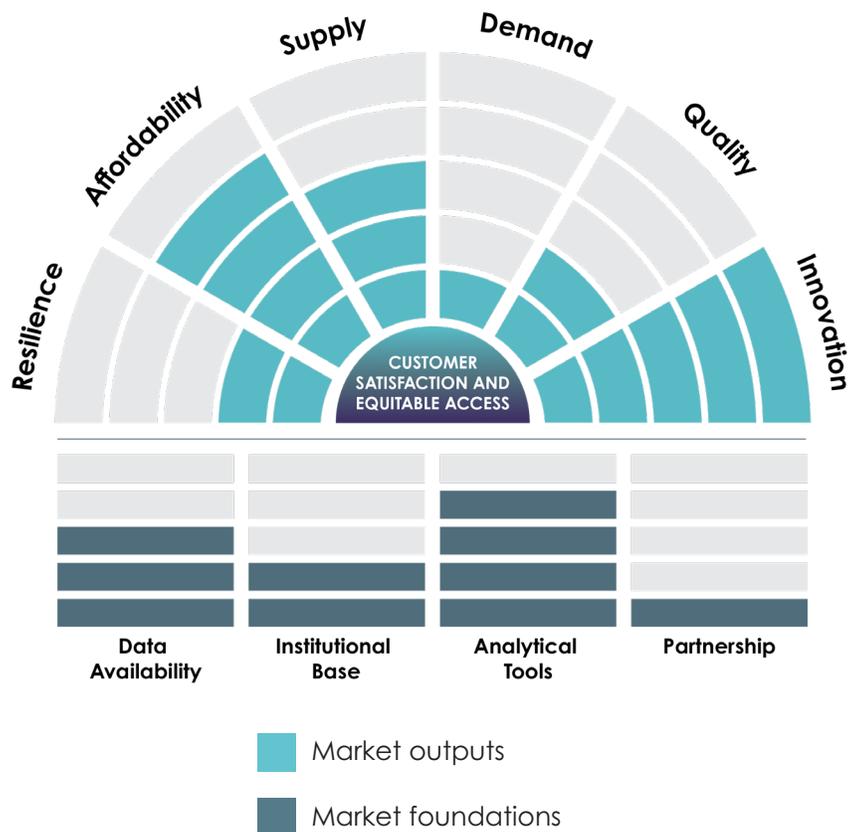
- **Functioning market foundations** – quality data, analytics and institutional capacity to support effective market performance, strategy planning and execution
- **Resilience** – supply and funding robust enough to ride out shocks
- **Affordability** – pricing is equitable to buyers and sustainable for suppliers/manufacturers
- **Supply** – supply is adequate to meet projected financial demand over the short- and medium-term
- **Demand** – consumers are aware of options and financing meets projected consumer demand
- **Quality** – regulatory capacity and policies have adequate resources to provide quality assurance services and buyers and consumers are adopting quality products/services
- **Innovation** – Research and development (R&D) pipeline resourced adequately and responsive to consumer needs and trends; global and country systems support timely and equitable adoption

SEMA has developed a Healthy Markets Framework (HMF) tool to assess market health against the criteria described above.

Markets for SRH products are complex and fragile. For example, low and uncertain demand, together with long and costly product registration processes, can deter manufacturers from investing in R&D, scaling up production and entering markets. Challenges like these complicate access to quality, affordable SRH products for millions of people.

The good news is that we know that we can improve markets to deliver better outcomes. Tried and tested interventions include technical support to help new manufacturers come to market, strengthening national government capacity to plan purchasing and provision, negotiating pricing and licensing deals or coordinating the rollout of new, game-changing products.

The HMF breaks down the different dimensions of market health, including market foundations such as available data and well-functioning institutions, as well as the characteristics of good performance, such as affordability and adequate supply. Markets are scored along each dimension from 1 to 5, with 1 representing “poorly-performing” and 5 “highly-performing.” A perfectly performing market would score 5 on all dimensions and all solid blocks would be filled.



The HMF includes a separate assessment for national markets, product markets and market enablers using a structured set of questions and different qualitative and quantitative indicators to diagnose each market dimension (see graphic above for illustrative output). SEMA commissions technical partners to co-lead conducting these assessments in a consultative and inclusive manner. The assessments thereby can serve as a platform for dialogue to identify potential market interventions for action and investment by SEMA and other partners. SEMA will re-commission the assessments over time with results reported on dashboards to allow for progress to be monitored on an ongoing basis.

NEXT STEPS: DESIGN, TRACK AND IMPROVE

Using the HMF to understand markets and their shortcomings is the first step in SEMA’s operational model. The second step is to work with partners to design tailored solutions. SEMA then supports solving identified problems and serves as a vehicle to fund, co-execute and drive coordination of those market solutions. Finally, SEMA tracks progress and draws lessons learned for continuous quality improvement. Regular assessments using the HMF are a key component of SEMA’s monitoring, evaluation and learning agenda.

Through these steps and with the needs of consumers and country stakeholders driving our work, SEMA aims to make a catalytic contribution to improving access and uptake for SRH products in LMICs. Doing so is critical to saving lives, advancing gender equality and improving the health and wellbeing of millions of people around the world.